



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

### Buku

Ambrose, G., & Harris, P. A. (2005). *Basics Design: Layout*. AVA Publishing.

Ambrose, T., & Paine, C. (2006). *Museum Basics*. New York: ROUTLEDGE.

Cameron, Chapman, & AuthorCameron Chapman. (2010, January 28). Color Theory for Designers, Part 1: The Meaning of Color. Retrieved from <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

Creswell, J. W., & Creswell, J. D. (2018). *Research design: qualitative, quantitative, and mixed methods approaches*. Thousand Oaks, CA: SAGE Publications, Inc.

Ensenberger, P. (2011). *Focus on composing photos*. Burlington, MA: Focal Press.

Hembree, R. (2011). *The complete graphic designer: A guide to understanding graphics and visual communication*. Massachusetts, USA: Rockpot Publisher.

Kotler, P., & Keller, K. L. (2015). *Marketing management*. Harlow: Pearson Education.

Landa, R. (2006). *Designing brand experiences*. Clifton Park, NY: Thomson Delmar Learning.

Landa, R. (2011). *Graphic design solutions 4<sup>th</sup> edition*. USA: Clark Baxter.

Poulin, R. (2011). *The language of graphic design: An illustrated handbook for understanding fundamental design principles*. Beverly, Massachussets: Rockport Publishers.

Riezebos, R., Grinten, J. van der (2015), *Positioning; Step-by-step plan for a sharp positioning (3rd edition)* (EURIB, Trans.). Boom Education, The Hague.

Wheeler, A. (2018). *Designing brand identity: An essential guide for the entire branding team*. Hoboken, NJ: Wiley.

## **Internet**

Archives. (n.d.). Retrieved from <https://www.spm.org.sg/exhibitions/archives>

History & Mission. (n.d.). Retrieved from <https://www.nhb.gov.sg/spm/who-we-are/about-us/history-and-mission>

Home. (n.d.). Retrieved from <https://www.postalmuseum.org/>

Identity Design for Korea's National Art Museum. (n.d.). Retrieved from <https://www.logo-designer.co/identity-design-for-korea-national-museum-of-modern-and-contemporary-art-국립현대미술관/>

Racine Art Museum. (n.d.). Retrieved from <http://portfolios.aiga.org/gallery/67271337/Racine-Art-Museum>

Team, U. (2020, February 14). Kenapa Museum di Indonesia Sepi Pengunjung?  
Retrieved June 21, 2020, from  
<https://www.urbanicon.co.id/magazine/kenapa-museum-di-indonesia-sepi-pengunjung/>

Stamp Museums: Philately on Display Throughout the World. (n.d.). Retrieved  
from <https://www.apfelbauminc.com/stamp-museums-philately-on-display-throughout-the-world/>